



NEW YORK ASSOCIATION OF MORTGAGE BROKERS  
"AN ASSOCIATION OF MORTGAGE PROFESSIONALS SINCE 1985"

# Annual Sponsorship Program

## 2021 | Partnership Opportunities



# Who We Are

The New York Association of Mortgage Brokers, (NYAMB), is a non-for-profit 501c6 Trade Association, established in 1985 by a group of mortgage professionals, and is recognized as the leader in the wholesale mortgage industry by providing education, representation and communication to mortgage professionals across the state. NYAMB promotes ethical business practices in the spirit of cooperation and healthy competition. We have 4 regional chapters and host multiple events throughout the entire State of New York.

We are comprised of hard-working mortgage professionals who are committed to ensuring a strong wholesale mortgage channel. The real estate market may fluctuate, but one thing that remains the same is our position on industry ethics and standards. The New York Association of Mortgage Brokers is governed by a volunteer board of industry professionals who tirelessly work on behalf of its members through their lobbying efforts both in Albany and on the Hill in Washington, DC. We work with regulatory agencies to ensure the Mortgage Brokers are represented fairly in New York State.

NYAMB is an approved NMLS provider of continuing education and was the first trade group to offer prelicensing as required by the SAFE Act. We educate close to 400 mortgage professionals a year. We host two annual state conferences & tradeshow, monthly webinars, regional events across the state, and provide tools and resources to help our members grow and protect their mortgage broker business model.

## Sponsorship Vision

When you partner with us you are providing exponential relevance and value to thousands of industry professionals. Through print, e-mail, social media, logo placement, digital display, & speaking opportunities, your brand has the tools to educate Mortgage Industry Professionals about your niche product and services not only in New York but across the country.

Put your best foot forward. Visualize this partnership through the eyes of our members, attendees, followers, and readers. This is more than a marketing play. It's about creating experiences that will resonate long after your brand strikes its activation. It's about what your brand does with the opportunities that it has been given. It is about staying one step ahead of your competition. It is about getting in front of the decision makers in the industry.... The Mortgage Broker Owners!

# Annual Diamond Double Platinum Sponsorship....\$40,000.00

*(only 2 available)*

There are only 2 spots available for this level of sponsorship (*first-come-first-served*). This sponsorship provides prominent display of company logo at events throughout the year and provides multiple speaking opportunities and exclusive opportunities & VIP benefits at various events throughout the year.

## Your Sponsorship will cover representation at the following NYAMB Events:

- Live Zoom Training Webinar (*Sexual Harassment & Whistleblower*) for the Brokers (*March 25, 2021/10 min. Exclusive Speaking opportunity*)
- Annual Regulatory Conference & Tradeshow (*May 11, 2021/Speaking opportunity/Panel seat*)
- Live Zoom Webinar for the Brokers (*June 10, 2021/10 min. Exclusive Speaking opportunity*)
- Annual Convention & Tradeshow (*September 21, 2021/Speaking opportunity/Panel seat*)
- Capital Region NE Lunch Sponsor/CE Class (*Fall 2021/30 min. Exclusive Speaking opportunity*)
- Live Zoom Webinar (*tba/ one (1) panel seat at one (1) Lender Panel webinar*)
- Company sponsorship at all general NYAMB events (*non-exclusive sponsored events or private courses*)

## Additional Benefits of Sponsorship:

- One (1) 20 x 10 Booth Spaces at each of our two State Tradeshows (*prime location*)
- 25 Registrations for your company employees at each of our two State Tradeshows
- Unlimited exhibit hall only passes for your clients at each of our two State Tradeshows
- 8 VIP Broker Tickets to both state tradeshows (*full conference & convention registration*)
- Tabletop space to display materials at the on-site registration are at each of our two State
- 1 Year Corporate Membership with NYAMB with up to 25 employee memberships
- Display of your company logo & URL link on the Association's website through 12/31 and on all signage displayed at all events included in this sponsorship (in-person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of NYAMB generic event and industry news
- Back Cover Ad (*full-page color*) of the Official publication printed for both state trade shows (*Ad provided by sponsor*)
- Digital Ad space on home page of the Association's website (*Ad provided by sponsor*)
- Two (2) Email marketing opportunities to Association's database of over 6500 industry professionals (*content subject to NYAMB approval/marketing write-up and artwork provided by sponsor. Advertisement to go out no more than once per half of each year*)
- Company spotlight email blast (*1 in conjunction with each of the 2 state tradeshows marketing. Marketing write up to be provided by sponsor and approved by NYAMB*)
- Video Ad Displayed (in rotation) displayed at each event included in this level of sponsorship (*video provided by sponsor in format needed by association*)
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition & personal introduction by President of the Association at all sponsored events included with this level of sponsorship

*Disclaimer:* Due to the ongoing uncertainty of covid-19, NYAMB will follow all guidance and rules set forth by New York State & the CDC which may result in the converting of in-person events to a fully virtual event at any-time.

# Annual Double Platinum Sponsorship....\$25,000.00

**(unlimited)**

*This sponsorship provides prominent display of company logo at events throughout the year and provides speaking opportunities with one exclusive speaking opportunity as well as VIP benefits at various events throughout the year.*

## **Your Sponsorship will cover representation at the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (*May 11, 2021/Speaking opportunity/Lender Panel seat*)
- Annual Convention & Tradeshow (*September 21, 2021/Speaking opportunity/Lender Panel seat*)
- Live Zoom Training Webinar (*LO Compensation*) for the brokers (*November 18, 2021/10 min. Exclusive Speaking opportunity*)
- Live Zoom Webinar for the Brokers (*tba/ one (1) panel seat at one (1) Lender Panel webinar*)
- Company sponsorship at all general NYAMB events (*non-exclusive sponsored events or private courses*)

## **Additional Benefits of Sponsorship:**

- One (1) 10 x 10 Booth Spaces at each of our two State Tradeshow (prime location)
- 10 Registrations for your company employees at each of our two State Tradeshow
- 25 Exhibit Hall passes for your clients at each of our two State Tradeshow
- 4 VIP Broker Tickets to both state tradeshow (*full conference & convention registration*)
- 1 Year Corporate Membership with NYAMB with up to 25 employee memberships
- Display of your company logo & URL link on the Association's website through 12/31 and on all signage displayed at all events included in this sponsorship (in-person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of NYAMB generic event and industry news
- Inside-Back Cover Ad (*full-page color*) of the Official publication printed for both state trade shows (*Ad provided by sponsor*)
- Digital Ad space on home page of the Association's website (*Ad provided by sponsor*)
- One (1) Email marketing opportunity to Association's database of over 6500 industry professionals (*content subject to NYAMB approval/marketing write-up and artwork provided by sponsor. Advertisement to go out no more than once a year*)
- Company spotlight email blast (*1 in conjunction with each of the 2 state tradeshow marketing. Marketing write up to be provided by sponsor and approved by NYAMB*)
- Onscreen Ad displayed at each of the 2 state tradeshow. (*Ad provided by sponsor in format requested by Association*)
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition by President of the Association at all sponsored events included with this level of sponsorship

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# Annual Platinum Sponsorship....\$10,000.00

**(unlimited)**

*This sponsorship provides prominent display of your company logo at events throughout the year and provides speaking opportunities on panel discussions as well as VIP benefits at various events throughout the year.*

## **Your Sponsorship will cover representation at the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (*May 11, 2021/Speaking opportunity/Lender Panel seat*)
- Annual Convention & Tradeshow (*September 21, 2021/Speaking opportunity/Lender Panel seat*)
- Live Zoom Webinar for the Brokers (*tba/ one (1) panel seat at one (1) Lender Panel webinar*)
- Company sponsorship at all general NYAMB events (*non-exclusive sponsored events or private courses*)

## **Additional Benefits of Sponsorship:**

- One (1) 10 x 10 Booth Spaces at each of our two State Tradeshows (prime location)
- 5 Registrations for your company employees at each of our two State Tradeshows
- 20 Exhibit Hall passes for your clients at each of our two State Tradeshows
- 1 Year Corporate Membership with NYAMB with up to 10 employee memberships
- Display of your company logo & URL link on the Association's website through 12/31 and on all signage displayed at all events included in this sponsorship (in-person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of NYAMB generic event and industry news
- Full Page Cover Ad in the Official publication printed for both state trade shows (*Ad provided by sponsor*)
- Digital Ad space on home page of the Association's website (*Ad provided by sponsor*)
- Onscreen Ad displayed at each of the 2 state tradeshows. (*Ad provided by sponsor in format requested by Association*)
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition by President of the Association at all sponsored events included with this level of sponsorship

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# Annual Gold Sponsorship....\$8500.00

(unlimited)

Our Annual Gold Sponsorship provides the sponsor with prominent display of their company logo at events throughout the year as well as VIP benefits at various events throughout the year.

## Your Sponsorship will cover representation at the following NYAMB Events:

- Annual Regulatory Conference & Tradeshow (*May 11, 2021*)
- Annual Convention & Tradeshow (*September 21, 2021*)
- Live Zoom Webinar (*tba/ one (1) panel seat at one (1) Lender Panel webinar*)
- Company sponsorship at all general NYAMB events (*non-exclusive sponsored events or private courses*)

## Additional Benefits of Sponsorship:

- One (1) 8 x 10 Booth Spaces at each of our two State Tradeshows (prime location)
- 3 Registrations for your company employees at each of our two State Tradeshows
- 20 Exhibit Hall passes for your clients at each of our two State Tradeshows
- 1 Year Corporate Membership with NYAMB with up to 5 employee memberships
- Display of your company logo & URL link on the Association's website through 12/31 and on all signage displayed at all events included in this sponsorship (in-person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of NYAMB generic event and industry news
- Full Page Cover Ad in the Official publication printed for both state trade shows (*Ad provided by sponsor*)
- Digital Ad space on home page of the Association's website (*Ad provided by sponsor*)
- Onscreen Ad displayed at each of the 2 state tradeshows. (*Ad provided by sponsor in format requested by Association*)
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition by President of the Association at all sponsored events included with this level of sponsorship

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# Annual Silver Sponsorship....\$5500.00

**(unlimited)**

Our Annual Silver Sponsorship provides the sponsor with prominent display of their company logo at events throughout the year as well as VIP benefits at various events throughout the year.

## **Your Sponsorship will cover representation at the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (*May 11, 2021*)
- Annual Convention & Tradeshow (*September 21, 2021*)
- Company sponsorship at all general NYAMB events (*non-exclusive sponsored events or private courses*)

## **Additional Benefits of Sponsorship:**

- One (1) 8 x 10 Booth Spaces at the Annual Regulatory Compliance Conference & Tradeshow (*May 11, 2021*)
- 50% off Booth Space at the Annual Convention & Tradeshow (*September 21, 2021*)
- 10 Exhibit Hall passes for your clients at each of our two State Tradeshow
- 1 Year Corporate Membership with NYAMB with up to 2 employee memberships
- Display of your company logo & URL link on the Association's website through 12/31 and on all signage displayed at all events included in this sponsorship (in-person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of NYAMB generic event and industry news
- Half-Page Ad in the Official publication printed for both state trade shows (*Ad provided by sponsor*)
- Digital Ad space on home page of the Association's website (*Ad provided by sponsor*)
- Onscreen Ad displayed at each of the 2 state tradeshow. (*Ad provided by sponsor in format requested by Association*)
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition by President of the Association at all sponsored events included with this level of sponsorship

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## Annual Bronze Sponsorship....\$3500.00

**(unlimited)**

Our Bronze Silver Sponsorship provides the sponsor with prominent display of their company logo at events throughout the year as well as VIP benefits at various events throughout the year.

### **Your Sponsorship will cover representation at the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (*May 11, 2021*)
- Annual Convention & Tradeshow (*September 21, 2021*)
- Company sponsorship at all general NYAMB events (*non-exclusive sponsored events or private courses*)

### **Additional Benefits of Sponsorship:**

- 1 Year Corporate Membership with NYAMB with up to 2 employee memberships
- Display of your company logo & URL link on the Association's website through 12/31 and on all signage displayed at all events included in this sponsorship (in-person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of NYAMB generic event and industry news
- ¼ Page Ad in the Official publication printed for both state trade shows (*Ad provided by sponsor*)
- Onscreen displayed of your logo at each of the 2 state tradeshow.
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition by President of the Association at all sponsored events included with this level of sponsorship

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